

KINGS PARK — LIGHTSCAPE EVENT

686. Ms M. Beard to the Minister for Environment; Climate Action; Racing and Gaming:

I refer to the media release ‘Lightscape extravaganza will transform Kings Park’ and ask:

- (a) When did the Botanic Gardens and Parks Authority start working to bring this event to Perth;
- (b) Why was Kings Park chosen as the site compared to a regional site or other venues around Perth;
- (c) Were the following consulted in order to maximise the opportunities of this event and on what date were they first contacted:
 - (i) City of Perth;
 - (ii) Tourism WA;
 - (iii) Tourism Council of WA;
 - (iv) Department of Jobs, Tourism, Science and Innovation (JTSI);
 - (v) Department of Water and Environmental Regulation (DWER);
 - (vi) Department of Biodiversity, Conservations and Attractions (DBCA);
 - (vii) Minister for Tourism’s office;
 - (viii) Member for Perth and their office; and
 - (ix) Member for Nedlands and their office;
- (d) Was any advice received relating to the impact/s of light pollution from this event, based on the proposed number of installations? If yes, who provided that advice, when was it received and what was the outcome;
- (e) Why was June 2023 chosen for the extravaganza, given it will be winter;
- (f) How was ticket pricing determined;
- (g) Why is there a \$19 mark up on anytime tickets (\$55) compared to specific time tickets (\$36);
- (h) Are all ticket buyers only allowed 15 minutes to experience the event and how strictly will this be managed;
- (i) How many tickets have sold to date? Please breakdown as anytime tickets and specific time tickets;
- (j) Why was Ticketek chosen as the ticketing authority;
- (k) Is the Minister aware that the Royal Botanic Gardens Victoria are holding a Lightscape event from 16 June 2023 to 6 August 2023, which potentially limits the unique appeal of this event; and
- (l) Is the event self funded through ticket sales? If not, who is contributing to the cost of the event and how much are they contributing?

Mr R.R. Whitby replied:

- (a) In July 2022, Sony Music approached the Botanic Gardens and Parks Authority (BGPA) with a market led proposal to bring Lightscape to Perth.
- (b) The Sony Lightscape concept is predominantly focused on internationally renowned botanic gardens around the world. Kings Park and Botanic Garden is one such botanic garden and is the only Botanic Garden in Western Australia that has such a profile. At the time BGPA was approached, Sony was also partnering with Royal Botanic Gardens Kew, Royal Botanic Garden Edinburgh, Brooklyn Botanic Garden, Royal Botanic Gardens Victoria, Chicago Botanic Garden, Los Angeles County Arboretum and Botanic Garden, San Antonio Botanical Garden, Houston Botanic Garden, Hillsborough Castle and Gardens.
- (c) Liaison and collaborative planning on ways to maximise the success of the event is ongoing with a range of relevant organisations appropriately placed to assist.
 - (i) City of Perth – Yes, BGPA engages frequently with the City of Perth on activation strategies and opportunities for cross promotion. The City of Perth is fully supportive of this event.
 - (ii) Tourism WA – Yes, 6 October 2022.
 - (iii) Tourism Council of WA – No.
 - (iv) JTSI – Yes, through Tourism WA – 6 October 2022.
 - (v) DWER – No.
 - (vi) DBCA – Yes, BGPA is part of DBCA.

- (vii) Minister of Tourism's office – No.
- (viii) Member for Perth's office – No.
- (ix) Member for Nedlands – No.
- (d) Not as yet, the details of the trail route and plan for specific installations is still being developed. BGPA, through its own ecologist and environmental scientists and its relationship with Biodiversity and Conservation Science staff in DBCA have ample access to appropriately qualified and experienced officers to consider light impacts on biodiversity values in the WA Botanic Garden.
- (e) June was chosen for the Lightscape event because it coincides with winter. That time of year offers earlier sunsets and the cooler conditions support the desired ambience of the proposed event. Sony Lightscape events held around the world are winter events. This enables young families to access the event at a reasonable hour for young children, as it is dark by 6pm.
- (f) Ticket pricing is determined around known and anticipated event hosting costs, commercial drivers and risks, along with Sony's experience in marketing similar events in other venues.
- (g) Anytime tickets provide additional flexibility for customers who are unable or unwilling to commit to a time. Their use requires additional event staffing to manage pedestrian flow through the trail at any time. The premium pricing is a price signal that assists to achieve a workable balance and optimise the visitor experience of the event.
- (h) The time estimated for a visitor to experience the event is expected to be around 90 minutes. Staggering commencement times for the trail in 15 minute blocks helps to reduce crowding of the trail. Event staff will exercise judgment in real time on any night to create a leisurely and engaging trail experience, while maintaining pedestrian flow and minimising congestion along points in the trail.
- (i) Tickets sold as at 14 February 2023 are 850 anytime tickets and 4113 specific time tickets. These numbers are slightly above the expected trajectory for this time.
- (j) Ticketek is the provider Sony engaged to support its market led proposal to the BGPA.
- (k) The Minister is aware that the Royal Botanic Gardens Victoria is holding a Lightscape event from 16 June 2023 to 6 August 2023. Organisers are also aware and have factored that event into their planning.
- (l) The event is self-funded through ticket sales.